Ombudsman Social Media Training

Follow Surface Warriors on:

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Updated 1/25/12

What can Social Media do for you?

facebook
Search
U.S. Military on Facebook
Media/News/Publishing
U.S. Military on Facebook
Wall
Info
Resources
A Nation Gives Thanks
Thanks Gallery
Your Stories
Share with CNN iReport
Photos
Notes
About
Our goal is to bring together resources and information to help the million...
More
51,799
like this
1,093
talking about this
Likes
See All
Disabled American Veterans
U.S. Military on Facebook via Congresswoman Anna Eshoo
It's never too late to celebrate a hero! Read this amazing story about how Carl Clark saved his ship, the U.S.S. Aaron Ward, and hundreds of sailors' lives during a series of kamikaze attacks in the Battle of Okinawa on May 3, 1945.
Honoring a Navy vet's heroism, 66 years later - CBS News
www.cbsnews.com
CBS Evening News: Honoring a Navy vet's heroism, 66 years later - Carl Clark says he wasn't recognized for his WWII feats of heroism because he's black; Pentagon rights a wrong
Like · Comment · Share · January 18 at 1:06pm
Susan M Ottinger and 268 others like this.
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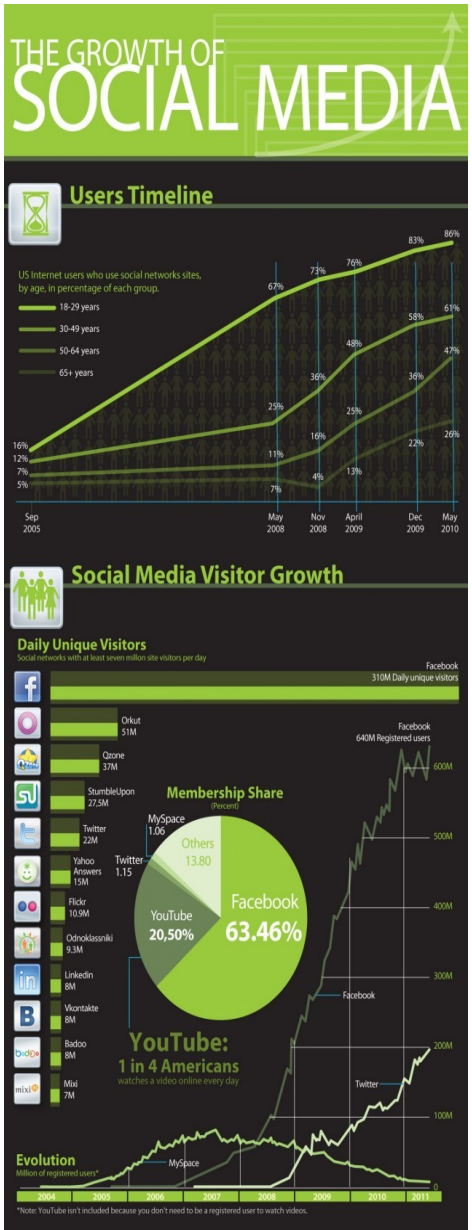
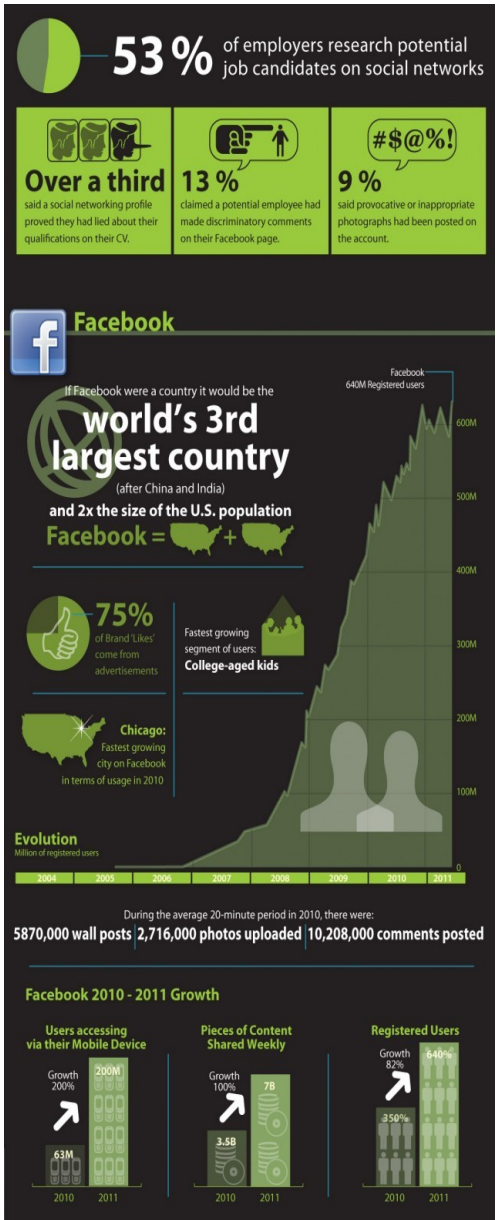
U.S. Military on Facebook
Are you interested in learning more about how to protect your information both on and off Facebook? Check out the Facebook Security Page. Also read our latest Note about Facebook's fight against the Koobface virus.
Facebook's Continued Fight Against Koobface
It has almost been a year since we gave you our last update on the Koobface virus...
By: Facebook Security
Like · Comment · Share · January 17 at 9:47am
Ces Dalugdugan and 77 others like this.
View all 9 comments
21 shares
Timothy A. Sorrell Anonymous, Occupy Wall Street and other are

- Stay in touch with deployed family members
- Provide informative updates in a timely manner
- Establish tone and help new members identify with the service
- Keep your finger on the pulse of the command

SURFPAC
SOCIAL MEDIA

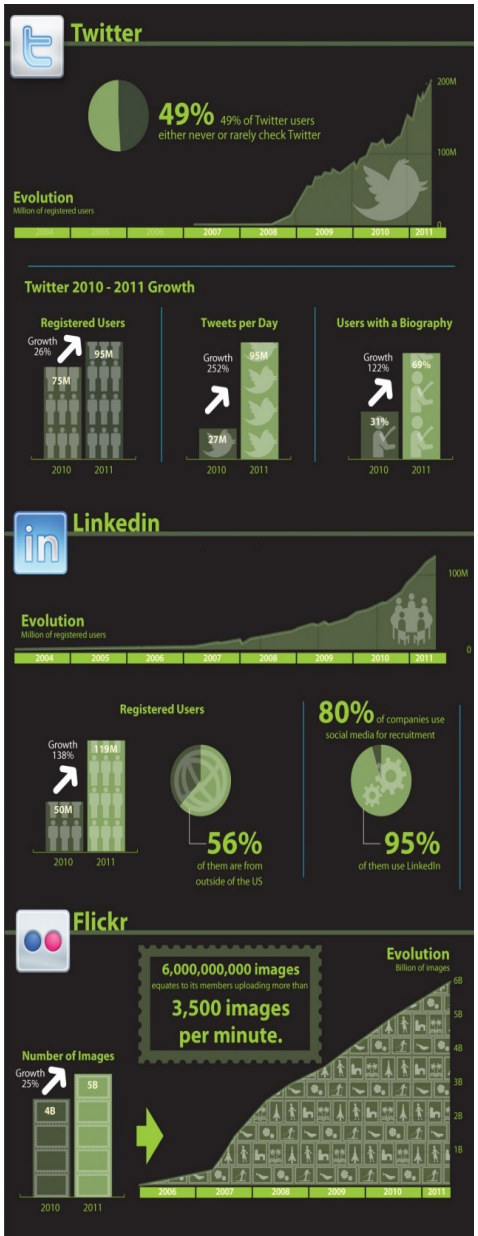
It’s bigger than just Facebook…

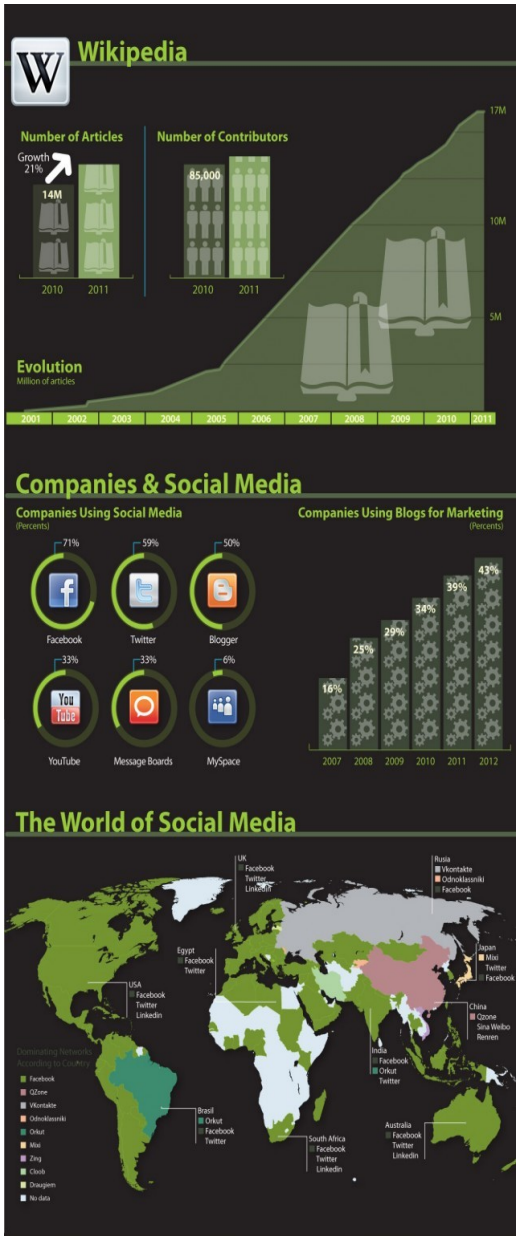




SURFPAC SOCIAL MEDIA

It’s bigger than just Facebook…





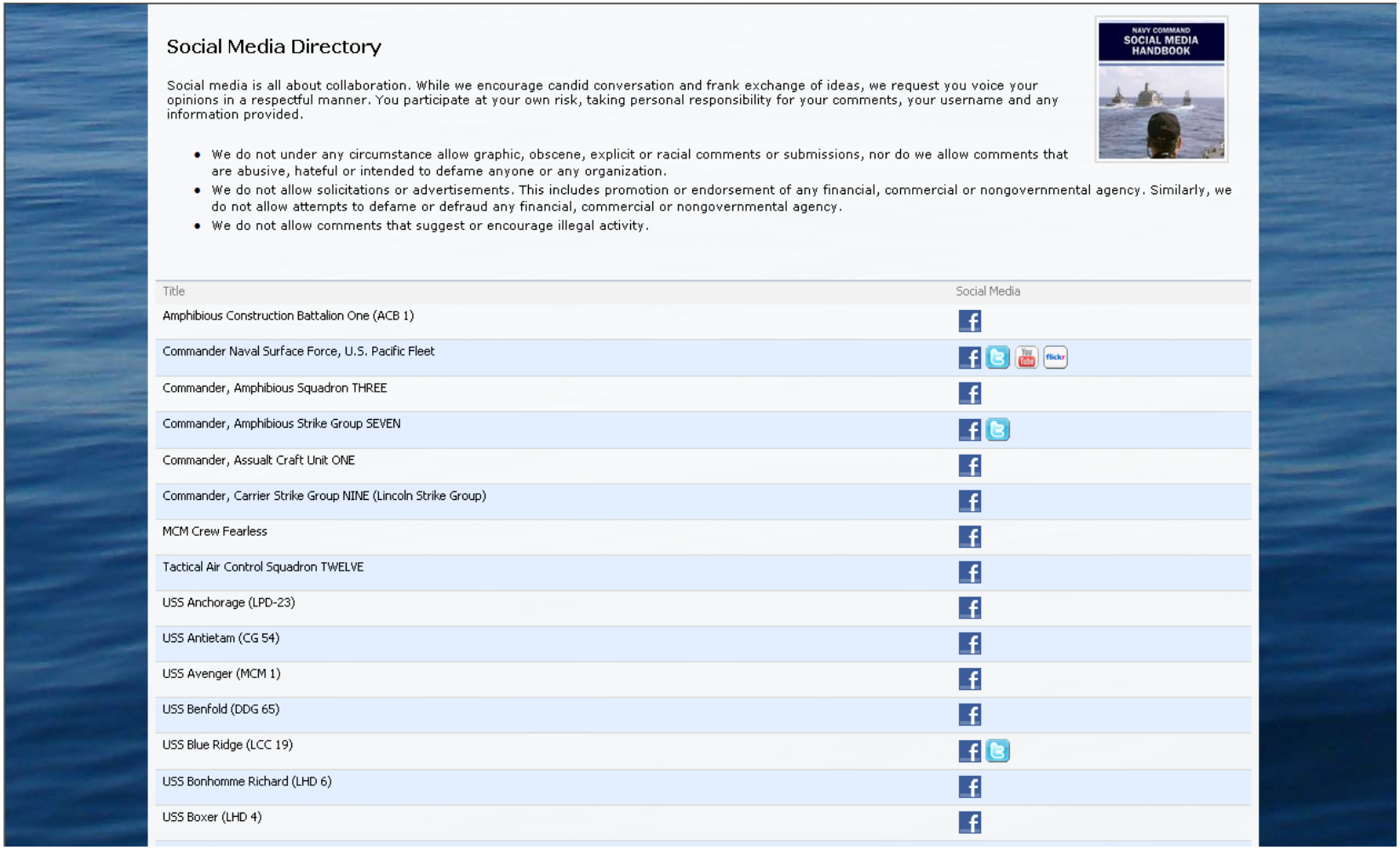
Keys to Social Media success

- Sharing other people's/page's conte
  - Facebook share, Twitter retweet
- Establishing your page as a credible news source
  - Frequent posts, breaking news updates, engagement with fans, response to questions
- Positioning yourself as an official site
  - Including official verbiage, appropriate privacy settings, listing as government organization

Which site does what? Finding the best fit for YOU

- Facebook — Staying in touch
- Twitter — Instant text updates
- Flickr — Photo sharing
- YouTube — Video sharing
- WordPress — Blog posts
- LinkedIn — Prof. networking

SURFPAC Social Media Directory



Social Media Directory

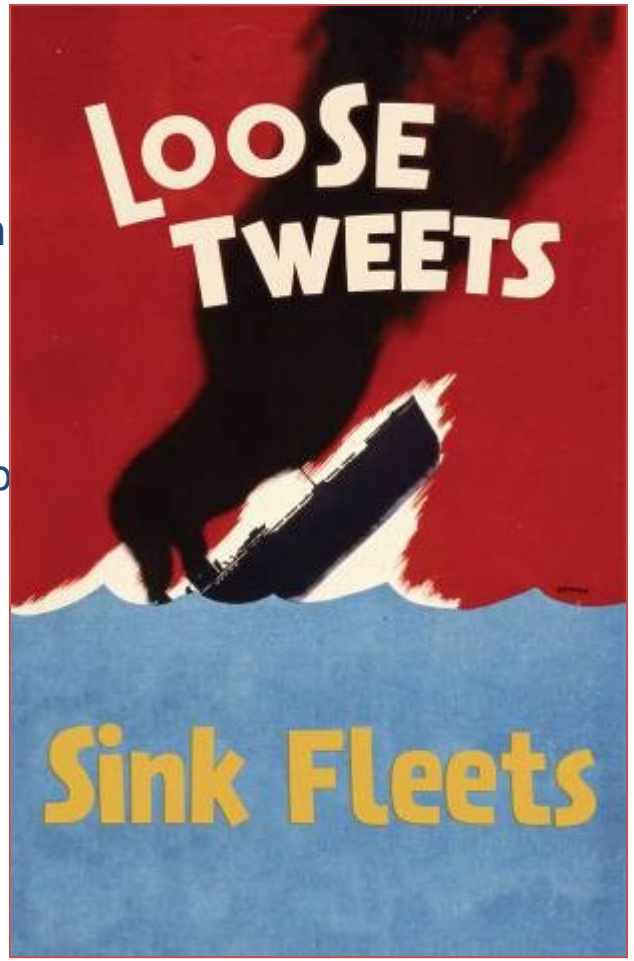
Social media is all about collaboration. While we encourage candid conversation and frank exchange of ideas, we request you voice your opinions in a respectful manner. You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

- We do not under any circumstance allow graphic, obscene, explicit or racial comments or submissions, nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.
- We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or nongovernmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or nongovernmental agency.
- We do not allow comments that suggest or encourage illegal activity.

Title	Social Media
Amphibious Construction Battalion One (ACB 1)	
Commander Naval Surface Force, U.S. Pacific Fleet	
Commander, Amphibious Squadron THREE	
Commander, Amphibious Strike Group SEVEN	
Commander, Assualt Craft Unit ONE	
Commander, Carrier Strike Group NINE (Lincoln Strike Group)	
MCM Crew Fearless	
Tactical Air Control Squadron TWELVE	
USS Anchorage (LPD-23)	
USS Antietam (CG 54)	
USS Avenger (MCM 1)	
USS Benfold (DDG 65)	
USS Blue Ridge (LCC 19)	
USS Bonhomme Richard (LHD 6)	
USS Boxer (LHD 4)	

What not to post

- Remember OPSEC!
  - Troop movement schedules
  - Current & future locations of military units and sh
  - Descriptions of overseas bases
  - Unit morale
  - Results of operations
  - Discussions of areas frequented by service memb overseas
  - Daily military activities and operations
  - Technical information
  - Operation plans
  - Details of weapons systems
  - Equipment statuses
  - Meeting times and places
  - Names and relationships
  - Do not tag individuals, even if you know them!
  - Remember: OPSEC applies to email, too!



What kind of Facebook page should I have?

- **Facebook fan page**
  - **Surface Warriors, U.S. Navy, ship pag**
- Facebook account
  - Personal pages, add friends, “like” pages
- Facebook group
  - Members added manually or request permission to join, can be set to private
- Community pages
  - Wiki pages (unofficial and cannot be edited)
    - Facebook Timeline
  - Will be mandatory in a few weeks, previous activity more accessible, time oriented, very visual

What should I post?

- Stories, photos, videos! Engaging content!
- Look for content on Navy.mil, SURFPAC website, official ship websites, other command's social media pages
- Pages to follow
  - Surface Warriors, U.S. Navy, U.S. Pacific Fleet, sister ships

NAVY.mil
Official Website of the UNITED STATES NAVY
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US Navy Today
About the Navy
Navy Leadership
Media Resources
Links of Interest
Information Index
Media Port
ALL HANDS UPDATE
ALL HANDS TELEVISION
updated 24 January
NAVY SEAL
50TH ANNIVERSARY
NAVY FAMILY ACCOUNTABILITY and ASSESSMENT SYSTEM
CAC Card Required for entry
SOUTH CHINA SEA (Jan. 24, 2012)
Top Stories
Get email updates
★Transition Benefits: NPC Officials to Visit Fleet to Discuss Post-ERB Matters
★Mesa Verde Provides Assistance to Moroccan Mariners
★SECDEF Tours Enterprise, Addresses Crew
★USS Halsey Gives Aid to Yemeni Dhow
★SECDEF Arrives Aboard USS Enterprise
★Online Records Ease Sailors' Selection Board Preparation
★Haney Assumes Command of U.S. Pacific Fleet
Transition Benefits: NPC Officials to Visit Fleet to Discuss Post-ERB Matters
Representatives from Navy Personnel Command's fleet engagement team will meet with Sailors, families and leadership in California to discuss personnel policies and force management measures impacting the fleet, officials said Jan. 24.
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Navy Reminds Sailors of Member-Designated Benefits
NAVFAC Southeast Announces Engineers of the Year
Reflecting on Naval History During the 2012 African American/Black History Month
Sailors Enjoy Port Visit in Rota, Spain
USS Nautilus Crew Members Reflect on Launching Anniversary of the Navy's First Nuclear Powered Submarine
Navy, EPA Negotiate on Kitsap Underground Storage Tanks Inspection
ERB
QUESTIONS ANSWERED
Hurts One. Affects All.
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@SurfaceWarriors ...across the seven seas
Breaking updates from across the Surface Warfare Fleet (U.S. Naval Surface Force)
http://facebook.com/surfacewarriors
Edit your profile →
Tweets
Favorites
Following
Followers
Lists
SurfaceWarriors America's Navy
Who likes snowball fights?! USS Essex Capt. Fluker grants permission for a Sailor to come aboard in Japan goo.gl/OlMld
1 hour ago
SurfaceWarriors America's Navy
Thank you! RT @PacificFleet iDriveWarships ow.ly/8EPkp -- nice, and appropriate name for your blog @SurfaceWarriors <|| Salute
4 hours ago
SurfaceWarriors America's Navy
We ♥ #Navy spouses! BZ, USS William P. Lawrence on having Navy League Sea Services Spouse of the Year goo.gl/ckjeb
4 hours ago
SurfaceWarriors America's Navy
Good morning, tweeps! Check out this #sunset over USS Milius while transiting the Pacific Ocean... gorgeous! goo.gl/M797l
6 hours ago
SurfaceWarriors America's Navy
RT @HaroldPastian @SECNAV A quick note 2 say thank you 4 allowing @USNavy & @SurfaceWarriors & @USMC to keep us in the loop w/ #twitter BZ!
6 hours ago
About @SurfaceWarriors
1,233 Tweets
1,967 Following
1,694 Followers
59 Listed
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jointbase Joint Base
Joint Base Anacostia-Bolling Formerly known as: Na...
jaydeloach Rear Adm Jay DeLoach
Official Twitter Account for the Director of the Naval ...
Fleet_Family Navy Fleet & Family
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- Twitter dialogue
- Twitter handle (@surfacewarrio
- Tweets (140 character max.)
- Retweets (reposting others' tweets)
- Hashtags (#SNA12)
- Shorted links (goo.gl or bitly.com)

QR Codes

- Quick Response code
- Embedded URLs
- Good for shortening links
- Do not use with secure information
- Can be scanned with smartphone
- Scan with NeoReader/Lynkee
- Easy & free to create

Going viral

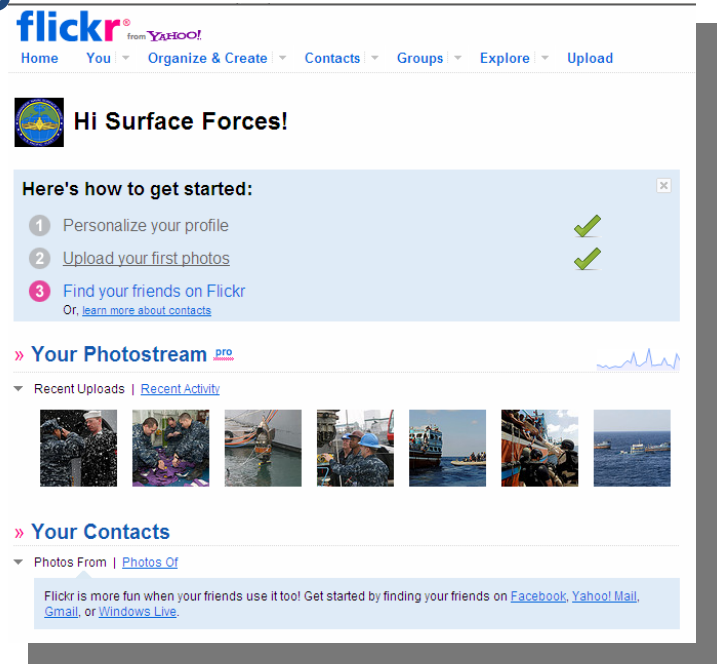
YouTube videos

- Create a Google account to log in
- All videos are public
- Great to share on Facebook
- Should be somewhat short (2 min. max)
- Appropriate for christenings, commissionings, farewells, homecomings, exercises, etc.
- Flips on Ships program

A picture is worth a thousand words

Flickr

- Free online photo gallery
- Create a Yahoo! account
- Organize collections & sets
- Write captions
- Make public or private
- Share photos with URL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Home
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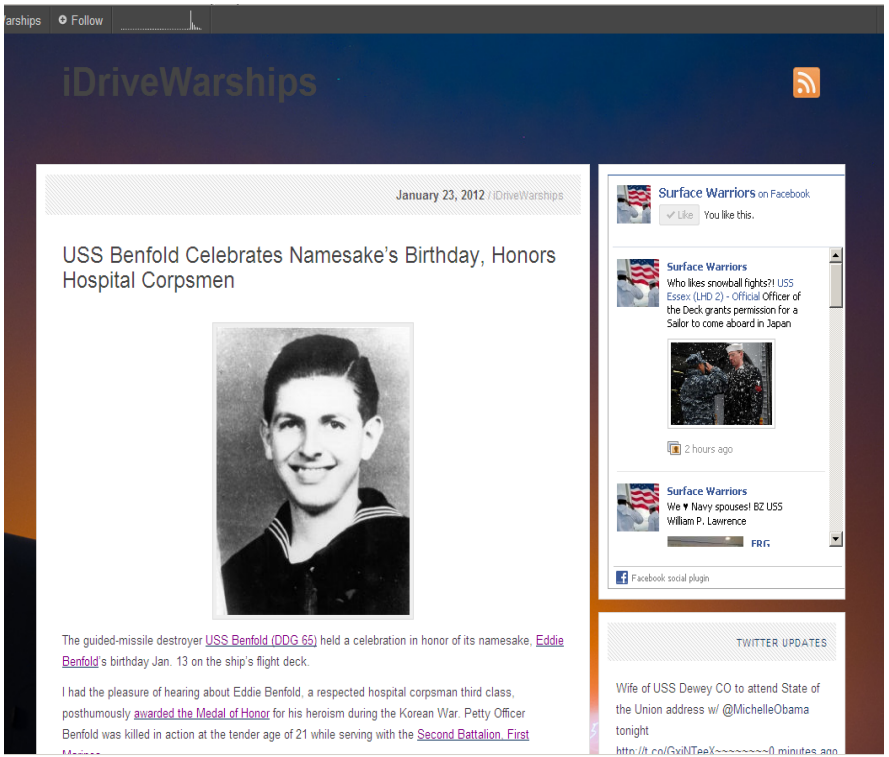
Organize & Create
Contacts
Groups
Explore
Upload
Hi Surface Forces!
Here's how to get started:
1 Personalize your profile
2 Upload your first photos
3 Find your friends on Flickr
Or, learn more about contacts
» Your Photostream pro
Recent Uploads | Recent Activity
» Your Contacts
Photos From | Photos Of
Flickr is more fun when your friends use it too! Get started by finding your friends on Facebook, Yahoo! Mail, Gmail, or Windows Live.

Blogging

- Creates an archive of stories
- Creative freedom of topics
- Hyperlink to other sites
- Can have guest bloggers, share content w/other blogs
- Can embed photos & videos into posts


iDriveWarships
January 23, 2012
USS Benfold Celebrates Namesake's Birthday, Honors Hospital Corpsmen
The guided-missile destroyer USS Benfold (DDG 65) held a celebration in honor of its namesake, Eddie Benfold's birthday Jan. 13 on the ship's flight deck.
I had the pleasure of hearing about Eddie Benfold, a respected hospital corpsman third class, posthumously awarded the Medal of Honor for his heroism during the Korean War. Petty Officer Benfold was killed in action at the tender age of 21 while serving with the Second Battalion, First
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TWITTER UPDATES
Wife of USS Dewey CO to attend State of the Union address w/ @MichelleObama tonight

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Questions?

Contact:

Kai Oliver-Kurtin
SURFPAC Social Media Director
kai.oliver-kurtin.ctr@navy.mil
619-437-2401

*These materials will be online